Ulster County Economic Development Alliance

Activity Report: July 16, 2016 – August 15, 2016

**Creative Concepts**

* Created concepts for digital ads.

**Media Planning**

* Added 2016 media purchase orders to Current Track.
* Processed the following media contracts: Explore the Hudson Valley, Adventure Cyclist Magazine, Hudson Valley Magazine, Chronogram and Ulster Publishing (New Paltz Times and Woodstock Times).
* Prepared tear sheets for the following: Paperless Trail E-newsletter (American Hiking Society), August.

**Public Relations**

* Reviewed PR report for Bikeville and forwarded to client.
* Met to discuss future PR outreach and Million Milestone press release.
* Created pitch calendar, requested editorial calendars and updated media list.

**Social Media**

* Scheduled Facebook, Twitter & Instagram post for August.
* Developed Facebook, Twitter & Instagram posts for September.
* Populated secret boards on Pinterest.
* Coordinated Pokemon Go Contest, reviewed strategy, boosted Facebook post, set up Woobox subscription, designed and printed flyers, set lures at select locations.

**Advertorial**

* Prepared copy for Explore the Hudson Valley, Fall/Winter Guide listing.

**Banner Ads**

* Designed, reviewed and forwarded the following ads: Hudson Valley Today E-newsletter, 9/29/16; Adventure Cyclist, September; American Hiker, September.
* Requested tear sheets from the following publications: Chronogram (Find Your Path, August), and Paperless Trail (August).
* Requested banner ad stats from the following publications:

**Blogs**

* Conducted interview and developed copy for the following blogs: Marcus at Aroma Thyme Bistro, Asha Golliher from Ellenville Public Library & Museum.
* Proofed and posted Marcus from Aroma Thyme Bistro’s blog.

**Collateral Material**

* Updated and reviewed Travel Map/Brochure per client’s feedback.

**Event Coordination**

* Develop outline for Paint the Town Blue; coordinate gift certificates, sponsorships and live band.
* Created and reviewed copy for Paint the Town Blue flyer.

**Marketing Plan**

* Teleconference with Lisa Wiels (Superintendent), Roost and Saratoga.
* Forwarded kiosk material to Matthew at NYS Parks.
* Updated research for display racks and price quote for water bottle pricing.
* Reached out to Cohne’s Bakery, Hunt Memorial Building & Mimmy’s regarding having a rack to hold maps
* Followed up with Joe Stockler at Village in regards to signage; reached out to Renegades Bike Club & Marcus at Aroma Thyme regarding meet-up group; followed up with Hank Alicandri (Sam’s Point).

**Packages & Itineraries**

* Updated and reviewed itineraries
* Followed up with vendors regarding package deals and forwarded thank you letter which outlines the process

**Photo Shoot**

* Coordinated and attended photo shoot
* Uploaded photo to Dropbox and shared with local attractions and client

**Print Production**

* Designed, reviewed and forwarded the following ads: Chronogram, September; Explore the Hudson Valley, Fall/Winter Guide; New Paltz Times, & Woodstock Times, 8/18/16.

**Web Development**

* Purchased and set-up anti-virus software (Sucuri)
* Site development, update, and proofing of internal pages (packages, itineraries, calendar, directory, etc.)
* Developed additional copy for select internal pages.
* Develop contact us form and set up on page.
* Develop tracking code and contact us form for website and added to site.